

Law Offices

December 28, 2004

1500 K Street, N.W.

Suite 1100

Washington, DC

20005-1209

202-842-8800

202-842-8465 fax

www.drinkerbiddle.com

PHILADELPHIA

NEW YORK

LOS ANGELES

SAN FRANCISCO

PRINCETON

HOOVER PARK

BERWYN

WILMINGTON

Via ECFS

Ms. Marlene Dortch

Secretary

Federal Communications Commission

445 Twelfth Street, SW

Washington, DC 20554

Re: Notice of Inquiry, MB Docket 04-233

Dear Ms. Dortch:

On behalf of Nexstar Broadcasting, Inc., the licensee of 27 television broadcast stations, submitted herewith are statements regarding local programming and community activities from its stations listed below:

KMID(TV), Midland, Texas;
KQTV(TV), St. Joseph, Missouri;
KSVI(TV), Billings, Montana;
KSNF(TV), Joplin, Missouri;
WFXV(TV) and WPNY-LP, Utica, New York;
WBRE-TV, Wilkes-Barre, Pennsylvania; and
WHAG-TV, Hagerstown, Maryland.

Nexstar previously submitted statements of local community service for its stations WFFT-TV, Fort Wayne, Indiana; KTAL-TV, Texarkana, Texas; KTAB-TV, Abilene, Texas; WJET-TV, Erie, Pennsylvania; and KLST(TV), San Angelo, Texas.

Please address any questions concerning this filing, and copies of all correspondence, to the undersigned counsel for Nexstar Broadcasting, Inc.

Very truly yours,



Elizabeth A. Hammond

Established
1849

KMID – Local efforts for the period October 28 through November 1.

On Thursday, October 28th, the general manager met with U.S. Congressman, Mike Conaway. During that meeting we discussed Congressman Conaway's ideas on what we as TV broadcasters could be doing more of to aid this area's best interest. From this conversation a new idea was born. That idea is to use our Washington news service to get more information from inside the Beltway to the Permian Basin quicker and without all of the rhetoric. Since Congressman Conaway will be a freshman in the House, we expect he will use this opportunity to the fullest extent.

On Friday, October 29th, KMID broadcast a local high school football game between cross-town rivals. In this area, high school football is alive and rich with tradition. Each year KMID commits its resources to making sure that everyone in this area has an opportunity to enjoy this annual cross-town football rivalry. To properly execute this type of live event, many hours of planning and overtime are necessary – the shoot is done with three cameras and rivals some network productions. Each year we hear from many viewers, some elderly, who really appreciate this broadcast because they are unable to make it to the stadium.

On Saturday, October 30th, over 20 KMID employees gave freely of their time to volunteer for Habitat for Humanity of Odessa. Habitat for Humanity is a volunteer organization that builds homes for the needy. Our current project aims to build three homes with an expected move-in of Christmas. We can't think of a better present to give someone for Christmas and hope we reach our deadline. Although we are all much more familiar with a camera than a hammer, our hope is that our presence will inspire others to volunteer.

On Sunday, October 31st, several members of the news department volunteered to judge a Halloween costume contest for a local radio station. The contest and the party were being held to benefit a local charity. Many people came to the event and several thousand dollars was raised. We broadcast some of the event and the contest winners as part of our Halloween newscast.

On Monday, November 1st, KMID hosted a weekly Monday Night Football party at a local sports pub. There is a small cover charge to get in and all of the proceeds go to benefit the Midland Hispanic Chamber of Commerce. Throughout the evening there are more opportunities for the MHCC to raise money, but most of all it builds awareness of this local organization that serves so many in Midland.

We also sponsored a Blood Drive on Election Day at one of the local polling places and participated in a small business expo for the Fort Stockton Chamber of Commerce. These are just the events of one week. KMID plays an active role in its community each and every week of the year. KMID knows that it is the very community that we support today, that will support our TV station tomorrow. Our viewers are literally the wind beneath our wings.

KQTV LOCALISM EFFORTS

These are just some of the ways in which KQTV participates in its local community:

Local News - KQTV is the only source for local television news, weather and sports in the market. The news department employs 19 people and broadcasts 16 hours of local news each week. Over the years, the station has added AM and 5PM newscasts and expanded the AM newscast from one hour to 90 minutes. KQTV's website is updated daily with market news and is used during key news events to provide current information (i.e. election coverage, etc.).

Local Public Affairs - Aside from guest appearances addressing a wide range of public affairs topics during regularly scheduled news broadcasts, the station broadcasts a regular Community Calendar (weekly produced one-minute segments) during various time periods on a daily basis.

Other Programming - The station has preempted network and syndicated programming to produce and air Mayoral debates, weather specials coinciding with severe storm season, agricultural-related specials, fire safety and prevention specials, live broadcasts of community events following 9/11, annual parades, and pro, college, and high school football-related programming.

Emergency Programming - Live coverage of breaking news and up-to-the-minute weather information during all severe weather situations. KQTV continues to upgrade weather forecasting and broadcasting equipment on a regular basis and participates in both AMBER and EAS.

Political Programming – KQTV airs local political debates. Political issues are discussed, candidates and/or elected officials are interviewed and campaign and/or convention events are covered on a regular basis. The station also airs voter registration PSAs and uses its website to provide election results.

Civic, Cultural (Music), and Other Community-Responsive Programming – Coverage of these issues occurs almost daily and numerous PSAs air for many organizations. On-air opportunities are provided for local musicians, artists, authors, etc.

Station Participation in Community Activities – KQTV sponsors and promotes events including Active Kids, an annual Midland Empire Farm & Agriculture Expo, Apple Blossom Festival/Parade, Big Boom Fest, Southside Fall Festival/Parade, Trick or Treat Street, Law Enforcement Awards for Valor, Second Harvest Food Bank Drive, March of Dimes Walk America, Salvation Army Back to School Supply Drive and Angel Tree Project, Colon Cancer Screening/Awareness Month, Community Blood Center blood drives, American Cancer Society Relay for Life, and the Griff Film Fest to name just a few.

Community highlights and education are featured in ongoing St. Joe Proud and Teachers Who Make A Difference campaigns. PSAs and or matching time are regularly provided for local service organization fundraising, United Way, Success By 6, Allied Arts Council, St. Joseph Symphony, Performing Arts Assoc., and local museums as an example. Station personnel are involved in many of these organizations.

KDEB-TV IS RESPONSIVE TO COMMUNITY NEEDS

- **KDEB-TV provides our market's only 9:00 p.m. newscast.** Airing at 9:00 p.m., an hour earlier than our competitors' newscasts, our news is more convenient for many viewers. Before our shared services agreement with another station, we were unable to provide local news because the costs were prohibitive. The SSA enables us to offer local news, weather and sports while our competitors are airing network or syndicated programming. Originally a half-hour, our news expanded to an hour in January 2004, providing our market with seven hours per week of local newscasts.
- **KDEB-TV covers issues important to our community.** KDEB-TV's news deals with crime, health, conservation, state and local politics, education, and events of local interest. We have a reporter who covers education on a regular basis. Examples of education coverage include talking about the proposed tax levy in June and what its passage would mean for the Springfield School District as well as informing the public about community meetings to pick a new superintendent. Other examples of local issues covered include examining both sides of the Rockaway Beach Casino proposal and the Gay Marriage Amendment.
- **KDEB-TV provides vital weather coverage.** KDEB-TV's live digital Doppler radar helped our weather crew provide life-saving warnings to viewers on May 4, 2003 when tornadoes devastated the communities of Pierce City, Stockton, and Battlefield. Because of the extreme conditions, KDEB-TV preempted most of the FOX Network's popular Sunday night lineup to provide wall-to-wall coverage from 7:00 p.m. to 11:00 p.m. KDEB-TV also donated a link to our live digital Doppler radar to the Greene County Emergency Management Office to help them determine the threat of severe weather and warn the public.
- **KDEB-TV strives to provide programming important to viewers.** For example, the station paid to carry the Kansas City Chiefs preseason games, preempting network programming three nights this season, since the team is extremely popular here.
- **KDEB-TV is a sponsor of numerous events and causes important to the community.** Some of the events KDEB-TV is involved with include: sponsorship of Firefall, the 4th of July fireworks celebration that attracts 60,000-70,000 people and sponsorship of the Boys and Girls Club Steak and Steak fundraiser, providing all the audio and video technology used at the event, which raised over \$100,000 for the organization. KDEB-TV also was the sole sponsor of the McDonald's Gridiron Classic to raise money for the tooth truck that travels to schools so disadvantaged kids can get free dental care. KDEB-TV is a school sponsor for Shady Dell Elementary. The station helped with a fundraiser for the school and does a monthly birthday party for the birthday kids, providing pizza, juice, and cupcakes. The station also has a reader program in which one of our talent goes and reads to the kindergarten and first graders. KDEB-TV features a Pet of the Week from the Care No Kill Animal Shelter on the news to promote pet adoption. The station also is a sponsor of several blood drives held by the Community Blood Center of the Ozarks. KDEB-TV hosted a Job Fair on March 30 at Bryan College and participated in Career Day at Southwest Missouri State University on March 4.
- **KDEB-TV executives are active in the community.** KDEB-TV's General Manager is on the board of the Boys & Girls Clubs of Springfield and is the Program Chair of the Rotary Club of Springfield Sunrise. Our News Director is on the Board of Directors for The Kitchen, Inc. and is a member of The Good Community, a local consortium of civic leaders focused on the betterment of children. She is also active with Ozarks Literacy Council. Our Promotions Manager serves on the Ozark Empire Fair Advisory Board.
- **KDEB-TV airs PSAs supporting local causes and events,** including the following: Salvation Army Bell Ringers Recruitment Drive, Salvation Army Branson Block Party, Crosslines Holiday Food Drive, Great American Smokeout, Families for Children Foster Parent Program, Springfield Park and Recreation, Adopt a School, Ozark Area Chamber of Commerce Christmas, Springfield Symphony, Southwest Missouri Humane Society, Southwest Center for Independent Living, Dickerson Park Zoo, Branson Veterans Homecoming, Community Blood Center of the Ozarks, American Red Cross Disaster Services, CASA (Court Appointed Special Advocates), Family Violence Center, Convoy of Hope, SWMO Children's Choir, National Alliance for the Mentally Ill, American Heart Assoc. Walk, Alzheimer's Assoc. Memory Walk, SIDS resources, Developmental Center of the Ozarks, Leukemia and Lymphoma Society, Springfield Schools Reading Roundup, Springfield Rotary-Rockin' Ribs, Ozarks Literary Council Pizza Bowl, Girls and Boys Town, Big Brothers-Big Sisters Bowl for Kids' Sake, Springfield Police-Back in School, Breast Cancer Foundation of the Ozarks, Blues Society of the Ozarks, Hand in Hand Multicultural Center, Missouri Health Dept., Missouri Victims Assistance, Regional Girls Shelter, Small Business Administration, and Teen Net.
- **KDEB-TV's website has a community calendar of events that allows organizations to post their own information.**
- **KDEB-TV broadcasts Amber Alerts, participates in EAS, and runs crawls with important information.** On October 30, 2004, for example, we ran crawls over our Saturday morning programming informing viewers that flu shots were available at Southwest Missouri State University.



We provide television translator stations and service to the following communities: Colstrip, MT, Forsyth, MT, Miles City, MT, Columbus, MT, Hardin, MT. In addition, we make translator stations available for use by television station KHMT so that its programming is available in Miles City, MT, Colstrip, MT, Forsyth, MT, Cody, WY, Powell, WY. We also provide and service a microwave service to Livingston, MT for both stations. These translator stations and microwave links provide local service to communities that cannot receive KSVI or KHMT over the air.

Some of the local events KSVI participated in as a sponsor during 2004 include:

Shape Up Montana – a state wide event to encourage people to lose weight or exercise more.

4th of July – Laurel – promotion to invite the public to the fire works show.

4th of July – Billings - promotion to invite the public to the fire works show.

Clip for the Cure – a sponsored event where the proceeds are donated to breast cancer research.

Family Services – Donations – KSVI adopted two families and furnished them with Christmas gifts and dinner. KSVI also acted as the primary media supporter for this organization/event.

Relay for Life – a co-media sponsored event as well as participated in the all night walk.

March of Dimes – Walk America – we were the primary media sponsor of this event.

Blues Fest – a Co-media sponsored event informing our region on areas largest Blues Festival.

Alberta Bair Theatre – Primary media sponsorship informing region on theatre's shows.

Yellowstone Art Center - Primary media sponsorship informing region on events and programs - we also produce all video programs for the Art Center.

Billings Studio Theatre – Primary media sponsorship informing region of their various shows.

The following is included in KSVI's news:

Monday - Friday Focus on your Families health - daily :90 family health news magazine

Monday - Friday Daily Live Weather Breaks

Monday - Friday Daily Live News Breaks with KBLG radio

Sunday 5A-6A US FARM REPORT

Montana Broadcasters Primary live Governors Debate

General Election Exclusive (the only TV station in Montana to produce and run live) Governors Debate

General Election Exclusive re-run of the Montana Governors Debate

Billings City SAFETY LEVEL 1/2 hour program for City Fire and Police Departments

Some of our Public Service Announcements Include –

Yellowstone Valley Figure Skating Club PSA encouraging kids to learn how to skate.

PSA for MSU-B's Annual Drive for Excellence, their big fundraising push.

PSA promoting the importance of taking the initiative to vote.

PSA promoting the importance of voting.

PSA provided by the Montana Department of Transportation telling parents to set a good example to their kids by not drinking and driving.

Montana Broadcasters Association PSA stating alcohol is a choice, help your kids to make the right one.

Montana Broadcasters Association PSA telling parents to talk to their kids about alcohol use.

PSA telling viewers they can donate money from their paychecks to help the non-profit organizations of Montana.

A community calendar that is updated weekly to include community events.

Montana NCSA - public service program

KSNF Joplin-Pittsburg
Localism Initiatives

Local News:

- We produce a 5:30-7am, 12-12:30pm, 5-5:30pm, 6-6:30pm and 10-10:35pm M-F. We produce news for another station which is broadcast at 6-6:30pm and 10-10:35pm on Saturday and 10-10:30pm on Sunday.
- We have an individual assigned to update our web site on a daily basis with current news. We also direct people to our web site for additional news and information.
- We devote 15% of our daily programming to local news.

Local Public Affairs:

- We produce a 30-minute program “It’s All About Youth” that airs Saturday from 10-10:30am. This is an interview type program that deals with the problems facing today’s youth.
- Our morning show, “Hometown Today”, highlights local public affairs and community issues on a daily basis. This is accomplished with in studio interviews and live segments from special community events.

Programming:

- In November 2003 we pre-empted network programming to air a Pittsburg State University D-II playoff game. We also produce and air the PSU coaches show Sunday nights at 10:30pm. Airdates are September, October and November.
- In October of this year we pre-empted network programming to air the 2nd Missouri Governors debate.
- We broadcast the Carthage Maple Leaf Parade every October. This is a three and one half hour live broadcast of the state of Missouri’s largest parade with 175+ entries and 45,000 spectators.

Emergency Programming:

- We have invested over \$1,000,000 in the latest Doppler Rader equipment so that we can provide the public with early notice of severe weather. We have a comprehensive severe weather plan in place and go to great lengths to keep the public informed about severe weather.
- We provide live coverage at any time of the day or night for on-the-scene coverage of any emergency situation.
- We participate in both the AMBER and EAS alerts.

Station Participation in Community Activities:

- We produce and air the Children’s Miracle Network Telethon.
- We are “A Partner In Education” with area schools in conjunction with the Joplin Globe.
- We broadcast live twelve times per year from local high schools allowing the to showcase their school.

WFXV-WPXY Localization Efforts and Community Events

America's Greatest Heart Run-We do live broadcasts from the American Heart Association Health And Fitness Expo as well as parts of the race and the wrap-up presentation. This furthers our commitment to the health and wellness of our community. We are producing the market video's this year for the 2005 walk.

Inspirational Honoree's Vignette's – Produced and aired an exclusive campaign featuring the American Heart Association inspirational honoree's, survivors. We tell the survivor's story and show how heart disease impacts the families, individuals and their lives.

Video Valentine Show- Video Valentines raises money through community donations for a chance to give a personal on-air greeting. We aired the show on Valentines' Day.

United Way – we air a series of Public Service Announcements promoting donation and the awareness of the organization. We are tentatively scheduled to produce the 2005 local campaign spots with a local advertising agency.

The Utica Zoo-We are committed to the growth and support of our local zoo. We assist in events and fundraising efforts. To assist in raising funds we run PSA schedules and promotional schedules for the following events on all 3 stations.

1. Offer sales incentives to clients that offer a % of proceeds to benefit the zoo, providing the clients a matching bonus value.
2. Offer Promotion and station involvement in the following events:
 - a. Snowfari
 - b. Wine In The Wilderness
 - c. Java In The Jungle
 - d. Halloween Spectacular

The Children's Museum- We support The Children's museum by promoting the museums events as community service as well as offering sales packages that offer proceeds to the museum similar to the Utica Zoo. Past events we have promoted include an ethnic festival in July 2004. The Museum's Golf tournament fundraiser in June and holiday visits in 2003.

St. Patrick's Day Parade-We televised this event in as a service to the community. The event was produced with students from a local community college, providing a valuable educational experience unavailable elsewhere. Proceeds from the parade event go to college scholarships for local youths and a different community organization each year.

Toys For Tots Live 36 Hour Toy Drive – In 2003 we produced and aired a 36 hour toy drive with updates from a remote location airing on for the entire 36 hours. Over 1600 toys were collected and distributed through Toys for Tots and to needy families via the Thea Bowman House of Utica. We did so again in 2004.

Relay For Life- Our station group promotes this event through on air promotion of the event as a community service project and a live telecast from the event. We also organize a team to raise money in support of the American cancer society. In addition the stations air PSA's for the cancer society throughout the year.

Breast Cancer Awareness Month – Promoted an awareness of the health risks through PSA's airing on all 3 stations in October 2004. Supported a community fundraising luncheon with announcements, purchase of a table and by obtaining client donations of gifts baskets for raffle.

Run/Walk To The Rescue, Ted Moore Walk/Run, Habitat Bike/Walk – These events benefit various local organizations (The Rescue Mission, Habitat For Humanity, etc.) For these runs we promote free of charge in advance of the event to help drive registration and help them raise money for their program.

Boilermaker- This is the largest 15k road race in the country. For the Boilermaker we have in the past and plan in the future to continue live coverage from the start and finish as well as a post race wrap-up. This community event is unique in that many people can not attend the race and it is of great regional interest.

The Utica Roadrunners "The Falling Leaves Road Race"- We support this local club by promoting most of their events and doing a wrap-up of their signature event. This large, active group of runners is an integral part of every charity run and benefit in the area. Our support helps them keep interest in the organization high and their members active.

Sounds Of The Season- This is our first year for this program. We will offer local chorus', choirs, bands, and musicians a forum to perform holiday songs and carols for broadcast on all three stations during the Christmas Holiday Weekend.

The Joe Kelly Show- The Joe Kelly Show is a weekly program airing on another station covering topics of local public interest. Subjects include The Erie Canal, Local History, Local Authors, Local Organizations, Focus is on community development and charitable causes. Special issues from this program were broadcast on WFXV and WPNY in 2004.

The Utica Curling Open – Sponsorship of the event in 2004 is a 3 station promotion. This is one of the countries largest curling events. Our promotion has driven regional support and awareness. The Utica Curling Club is a not-for-profit organization with focus on youth and adult sports programs.

Rome Business & Professional Women's Candidate Forums – We have produced two candidate forums. These 90 minute specials are produced in conjunction with Rome Free Academy and the Onieda BOCES vocational training program to give the community access to the candidates views and to provide an educational experience to the students enrolled in this high school level program.

Rome Area Chamber of Commerce – Shop Rome First program is a series of free Public Service Announcements asking viewers to Shop Rome First, an area hard hit by recent job losses and with a poor retail climate leading to a severely overstressed tax base. We are the only media partners with this organization encouraging growth in that portion of our coverage area.

Mohawk Valley Chamber of Commerce - We provide a free infoline service for the Mohawk Valley Chamber to use for weekly messaging on business and community affairs for members and non-members. This is promoted on-air with a series of :10 and :20 second PSA's.

Local ALS Foundation – Produce and air Public Service Announcements that promote the fund raising.

Angels With Heart Foundation – Aired Public Service Announcement to get viewers to attend a fund raising event at Rome Free Academy with the Penn State Marching Band.

Educator of the Week Program – run in conjunction with the NYS Lottery, airs announcements as a call to action to nominate and recognize area educators. The program promotes student and parent

involvement in the educational system and awards those educators who are nominated and determined to be exceptional. An annual luncheon, plaques and awards are given at station expense once a year.

Student Leader's Program – Launching in January 2005, this program will recognize students who are high school seniors through a nomination process and award scholarships in conjunction with a local sponsor. \$5,000 in scholarships will be awarded in June 2005. We will promote these awards through a series of commercial announcements and the station websites.

The Keeler Show – This is a locally produced "man-in-the-street" program 6 days a week. Keeler focuses on local current events, gets viewers opinions and provides an outlet for the local community to be on TV and voice their opinions, and the show highlights local community endeavors. We provide promotional support and airtime access for the Keeler Show.

Public Service Campaigns- The stations get involved with local charities and organizations frequently adding to these annual events with on-going "Making a Difference" Public Service Campaigns. 52 weeks a year we air 20+ PSA's on each station to fight drug addiction, teen violence, promote education, raise the level of awareness on prevention of disease and other social issues like discrimination and fair housing.

MDA Labor Day Telethon- We participate along with WUTR in this telethon. This year in 2004 we telecast a joint regional event with Syracuse and CCT's station WIXT. We aired "Making a Difference" Public Service Campaigns on both stations for MDA.

WBRE Local Activities

28 Newsmakers – A thirty minute interview-type program, which airs three times a month. Political and community leaders are interviewed about topical issues facing our viewers in northeast and central Pennsylvania.

28 Listens – A News department initiative which brings representatives of business, community, neighborhood crime watch and social service agencies together with station officials. The station hears issues and concerns of these groups and gathers information for possible future news stories. The mail component of this program allows viewers to offer suggestions and criticism about station programming via U.S. Postal Service and e-mail. There is a 28 Listens link on the WBRE website.

Network Preemptions for local events

WBRE has preempted network and local syndicated programming for coverage of minor league baseball and hockey. The Scranton/Wilkes-Barre Red Barons, AAA affiliate of the Philadelphia Phillies and the Wilkes-Barre/Scranton Penguins, AHL team of the Pittsburgh Penguins, have had games broadcast on WBRE.

WBRE also has preempted programming for local political debates.

Emergency Programming

WBRE is the official television station in the Wilkes-Barre/Scranton television market responsible for EAS broadcast and information to Luzerne County. We broadcast AMBER alerts. We are also very proud of our “CompuClosings” weather-related school, business and organization closings and information on road closings and detours.

Political Programming

WBRE aired live all local speeches by President Bush and Senator Kerry in their entirety during the presidential campaign of 2004. In addition, we carried live local speeches by Vice President Cheney and Senator Edwards.

Political debates – WBRE has broadcast local political debates with candidates for U.S. Senate, Pennsylvania Governor and Wilkes-Barre Mayor.

We air public service announcements promoting voting and voter registration.

Civic, Cultural and other Community-Responsive Programming

KinderVision/Stranger Danger – WBRE, in cooperation with local businesses, sponsors a community outreach program called “Kindervision:” videotaping and fingerprinting children so their parents have up-to-date records in case of an emergency. In addition, one news anchor has personally founded and presents a program of his own, “Stranger

Danger.” He journeys to civic organizations and school groups educating children on personal safety—how to deal with strangers, how to stay safe at school, at home, in public, and on the internet.

WBRE provides extensive coverage of major and minor league, college and high school sports. We also produce live programs in advance of the two NASCAR races at Pocono International Raceway in June and July.

We provide live and taped reports from the annual Bloomsburg Fair, a state agricultural fair held in Bloomsburg, Pennsylvania every September, which is the largest agricultural exposition in the state.

PSA campaigns:

Northeast Pennsylvania News Alliance Blood Drives (January and July)

YMCA

Boy Scouts of America Scouting for Food

Friends of Scouting Annual Dinner

3rd Annual Downtown Residents’ Association “Wingin It” in Wilkes-Barre

Buddy Check 28 – Breast cancer awareness and prevention campaign reminding women to schedule mammograms and breast self examination on the 28th of each month

Annual “Concert For A Cause”

Volunteers of America

Multiple Sclerosis Walk in Wilkes-Barre

Northeast Pennsylvania Golf Classic benefiting St. Joseph’s Center

Northeast Business Show

American Lung Association “Blow the Whistle On Asthma” Walk in Wilkes-Barre

Wilkes-Barre Duathlon

American Cancer Society Duck Derby in Wilkes-Barre

Back Mountain Memorial Library Auction

Red Barons Autograph Party and Auction for ALS at Lackawanna County Stadium

Earthly Angels Autism Fund Annual Ride for Robert in Scranton

Pittston Tomato Festival

Wachovia LPGA Celebrity Pro-Am for Cancer & Wellness in Schuylkill County

Annual Family Fest, Rib Fest and Cruise for Charity on Wilkes-Barre Public Square

Hazleton FunFest

Annual Sol Lipton 5K Run in Pottsville

Diamond City Partnership “Party On the Square” in Wilkes-Barre

Lupus 5K Walk/Run in Wilkes-Barre

Leukemia & Lymphoma Society Light the Night Walk in Scranton

Family to Family Thanksgiving Food Basket Program

Toys for Tots

WBRE station participation in the community:

Wilkes-Barre Chamber of Commerce Day of Cultural Sharing – Station employees visited area elementary school classes and instructed students about cultural diversity.

Make-A-Wish Crystal Ball

Keystone College Youth & Government Forum
 American Red Cross Auction
 Various job fairs throughout the year
 Charity softball and basketball games throughout the year
 Make-A-Wish Telethon
 United Way Day of Caring
 United Way Annual Awards Reception
 Clothes for Kids at Stroud Mall in Stroudsburg
 “Our Kids” Golf outing for Children’s Miracle Network in Hershey
 National Night Out
 Greater Pottsville Lions Cruise
 “Through the Years” Health Fair on Wilkes-Barre Public Square
 Entercom Radio Kids’ Fest
 Luzerne Intermediate Unit
 Osterhout Library
 Jim Thorpe Area Sports Hall of Fame
 Junior League of Wilkes-Barre
 Wilkes-Barre Kiwanis Club
 “We Care HIV/AIDS Support Network”
 Kids Day America in Sugarloaf Township
 Bloomsburg Fair
 Luzerne County SPCA Walk for the Animals at Kirby Park in Wilkes-Barre
 American Red Cross Brown Bag Luncheon
 Union County’s Annual Woolly Worm Festival in Lewisburg
 Ballet Northeast
 SPCA Celebrity Bartender Event
 Shawnee Balloon Festival in the Poconos
 Wilkes-Barre Downtown Residents’ Association
 Center City Blood Council
 Great Pumpkin Night, JFK Elementary School in Exeter
 Wilkes-Barre Chamber/NEPA Regional Forum on Diversity Demographic Trends
 St. Stephen’s Women’s Club
 American Cancer Society Annual Pink Ribbon Ball
 Unico Pageant
 Wyoming Valley Women’s Club
 Deutsch Institute Celebrity Brunch
 Scranton Kiwanis Club
 Recruitment of bell ringers for the Salvation Army holiday kettle drive

Consumer Issues and “Hey Elliot” – *WBRE 28 News* operates its own consumer unit with several mandates. First, the unit — under the direction of Consumer Reporter — actively seeks to solve consumer problems and complaints. Our “On Your Side” unit seeks to play mediator between consumers and business to resolve problems and publicize the solutions so other viewers can avoid making simple mistakes. Our investigative work has led the Pennsylvania Attorney General’s office to investigate several businesses — among them contractors and swimming pool installers — for their business practices.

“Hey, Elliot” is a Q-and-A feature that allows the unit to field even more consumer questions. Our “On Your Side” unit also focuses on giving consumers important information — tricks and tips — on how to manage their money, how to be educated consumers, on government recalls, on their rights.

Make-A-Wish Telethon – WBRE airs the only Make-A-Wish telethon in the country. The 2004 event raised over \$331,000 and granted roughly 71 wishes for children and families dealing with life-threatening illnesses.

9/11 Telethon – WBRE and the Northeast Pennsylvania News Alliance held a telethon just days after the September 11, 2001 attacks on the World Trade Center, the Pentagon and in the air above western Pennsylvania. Proceeds benefited the American Red Cross, Salvation Army, and United Way. Together we raised more than \$225,000.

United Way – The station participates in the annual Day of Caring, a day set aside to volunteer to paint, clean up, landscape, etc. at area United Way agencies. We also help promote the annual United Way fundraising campaign and contribute as a station and employees.

Board of Directors – Station executives sit on the boards of the American Red Cross, United Way of Wyoming Valley, the Wilkes-Barre Diamond City Partnership, Scranton Tomorrow, Boy Scouts of America, the Lupus Foundation, Telespond Senior Services, and Neighborhood Housing of Scranton. In addition, our general manager is a member of the board of trustees of Scranton Preparatory School.

Education – WBRE awards a “Teacher of the Month” plaque to an area educator each month. They are then highlighted in a thirty-second promotional announcement.

WBRE Website – Viewers are able to place non-profit community events on our on-air and website listing of area happenings. Viewers are also able to submit online requests for a WBRE personality to speak their group or organization via the WBRE Speakers’ Bureau.

WBRE and the Northeast Pennsylvania News Alliance is currently working with our local United Ways to produce and distribute a parent/child resource guide in the spring of 2005. The categories will include recreation and entertainment, school readiness, nutrition, first aid and safety, and parenting. We expect to print 150,000 copies of a 16 page tabloid-type publication for distribution to United Way member agencies, doctors’ offices, etc.

WHAG-TV Localism Efforts

NBC25 serves its local community in a variety of ways that is vital to its viewers, including:

NBC25 provides 6 newscasts per day Monday through Friday, and 2 newscasts on Saturdays and Sundays with a total of 19.5 hours of local news per week. Within the newscasts, NBC25 provides live coverage whenever possible, which include shots of breaking news events, live interviews, and community events such as local fairs, festivals, and concerts. During times of extreme weather, such as flooding and tornado activity, NBC25 News has provided live coverage, weather updates, and safety information to the community.

In addition to the local newscasts, NBC25 features a number of segments that specifically highlight the people and organizations within the viewing area. "NBC25 Today" is a 5-minute program that gives non-profit organizations the opportunity to tell the community about their organization and to promote any upcoming events or fundraisers. The program airs 7 days a week at 8:55am during NBC's "Today" show and is conducted as a one-on-one interview with our News Director. On Fridays at 11:15pm and Saturdays at 7:30pm, NBC25 features the "5th Quarter." The "5th Quarter" is a sports show highlighting scores and footage of local high school, college and university games.

NBC25 has preempted network programming to provide the community with live coverage of events such as President George W. Bush's visit to a local high school, the West Virginia Gubernatorial Debate, ACC Basketball, and local high school basketball state championship games.

NBC25 also airs a variety of PSAs, including those from the March of Dimes, American Cancer Society, Cystic Fibrosis Foundation, Multiple Sclerosis Society, and Alzheimer's Association. As part of a sponsorship, these spots are also customized with local contact information for the chapters within the community. This past year, we aired over \$150,000 worth of PSAs and sponsorship promos. NBC25 also sponsors a number of other community events such as the Parent-Child Telethon, pre-empting network programming to air the telethon live. This year's 16th Annual Parent-Child Telethon raised \$124,000.

During newscasts, NBC25 anchors and reporters drive viewers to log onto www.nbc25.com for more information and complete news stories. The website also provides a complete 7-day weather forecast, plus sports scores and highlights of local high school and college games. NBC25 web visitors are also able to log on and post their own community events on the Town Crier calendar. Some of these events are announced on air during the weather segment within the daytime newscasts. Viewers can also find a program guide, a station history, and contact information for various NBC25 staff members. During election time, results from over 60 races in the four-state area are updated every fifteen minutes. Additionally, www.nbc25.com features web polls, direct e-mail subscriptions for weather updates and news headlines, and the area's largest local online job resource CareerLinks25.